

IA-64



HEWLETT-PACKARD:
YOUR BEST CHOICE

FOR IA-64 SYSTEMS

As a co-developer of IA-64 with Intel, HP is uniquely positioned to provide customers with the smoothest transition, investment protection and systems performance for IA-64-based solutions.

"IDC believes that IA-64-based servers will be accepted quickly by users, making it the biggest single chip type by 2002 in terms of user spending."

International Data Corporation, May 1998

IA-64: THE NEW STANDARD

The computer industry is at an inflection point. While it is becoming more difficult to increase the performance of existing computer architectures, users are demanding performance leaps for rich multimedia and Internet business applications. A new, breakthrough architecture is needed—IA-64 is that next generation architecture and the biggest players in the computer industry are consolidating around it.

"The rewards of Intel's volume model will also make IA the most attractive value proposition for most system software, database and application developers."

Summit Strategies, April 1998

THE BEST ROADMAP TO THE FUTURE

HP is committed to providing enterprise solutions, based on IA-64, for both HP-UX and NT. Moving to IA-64 will unify HP's industry-leading UNIX and NT Enterprise Servers onto a single hardware platform, delivering unmatched capabilities and low total cost of ownership. To demonstrate ongoing technology leadership, HP plans to double system performance each year through PA-RISC and/or IA-64 system implementations.

"HP has the advantage of having jointly developed IA-64 with Intel. This clearly gives them the ability to prepare well and should enable them to deliver better initial compilers than anyone else. Even where their systems run NT, HP may be able to start with a 10% performance advantage over its competitors."

International Data Corporation, May 1998

UNMATCHED INVESTMENT PROTECTION

Binary compatibility for both PA-RISC and IA-32 applications is built into IA-64, providing HP users unmatched investment protection. Current HP-UX and NT applications will run on IA-64 systems without change. HP will protect hardware investments by providing simple upgrades from PA-RISC systems to IA-64 systems.

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HP BUILT THE DESTINATION: IA-64.

HP IS YOUR BEST CHOICE
TO GET THERE.

HP has a significant lead in developing a complete set
of IA-64 products and services.

SEAMLESS TRANSITION: BUSINESS AS USUAL FOR HP

Enterprises want to make technology changes on timelines that make sense for their businesses. As a result, HP will offer PA-RISC and IA-64-based systems together, allowing companies maximum transition flexibility.

HP's Jump-start Advantage programs give enterprise systems users and software providers transition planning, technical support and developer tool sets to facilitate a simple transition to HP's next generation IA-64-based systems.

ENTERPRISE SOLUTIONS AVAILABLE DAY ONE

Businesses base technology selections primarily on the availability of the software they require. Working closely with application and database providers, HP's worldwide Designing the Future program vastly simplifies readiness and movement of solutions to HP IA-64-based systems. Due to this early effort, major enterprise applications will be available first, and run fastest, on HP's IA-64 systems.

"Intel and HP have made settling recompilation issues in time for the Merced release a high priority. Over 200 ISV's are already committed to native IA-64 versions of their applications on HP-UX."

D.H. Brown Associates, June 1998

THE HP IA-64 ADVANTAGE

HP's IA-64-based systems will meet the performance and scalability requirements of tomorrow's advanced Internet and multimedia business applications. PA-RISC compatibility is built into the architecture, providing HP's customers the smoothest transition to IA-64-based systems. HP systems design will take full advantage of the IA-64 architecture's capabilities to provide maximum system performance and the broadest functionality.

The HP transition strategy is customer friendly—you can choose when to move to IA-64 technology, and applications can co-exist on PA-RISC and IA-64-based systems. Optimized versions of HP-UX and NT application and database software will be available on IA-64 from the start. Finally, an extensive range of transition services are in place to ensure your success. In short, HP is the undisputed leader in IA-64 systems, technology and services.

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**“IT IS CLEAR THAT HP STRATEGISTS HAVE THOUGHT THROUGH
ALL ASPECTS OF MOVING ENTERPRISES TO IA-64 AND HP
IS UNIQUELY POSITIONED TO OFFER THE MOST OPTIMIZED
IA-64 PLATFORM, INCLUDING OPERATING ENVIRONMENT,
APPLICATIONS, HARDWARE AND PROFESSIONAL SERVICES.”**

Aberdeen Group, May 1998

www.hp.com/go/IA-64

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